Reuter

MOTOROLA <MOT.N> TO GAIN FROM NEW SATELLITE SYSTEM

CHICAGO, June 26, Reuter - Motorola Inc's stock may rise on a formal announcement by the company that it plans to pump two billion dlrs into developing a global satellite telecommunications network, analysts said.

"Long term, there's a phenomenal upside as Motorola moves from equipment sales to becoming a dominant service operator in wireless communications," said Andrew Kessler of Morgan Stanley and Co.

However, because full service on the new Iridium network is at about six years away, analysts say investors may be concerned about the near-term impact on Motorola's earnings.

MORE

Rtr 09:11 06-26-90

MOTOROLA <MOT.N> TO GAIN =2 CHICAGO

Analysts said Motorola will have to develop new phones and frequencies and line up partners in launching its low-orbiting satellites for the project.

Kessler said, "Motorola has become a favorite among large growth stock investors. And when that becomes the case, the time horizon (on payback) tends to move out."

Goldman, Sachs and Co's Rajiv Chaudri said the system "has significant potential down the road in terms of increased revenue and earnings."

REUTER

Rtr 09:28 06-26-90

Burson-Marsteller

Dow Jones

MOTOROLA UNVEILS ITS WORLDWIDE COMMUNICATION SYSTEM

-- 10 02 AM EDT 06-26-90:

MOTOROLA - WORLDWIDE COMMUN SYSTEM

NEW YORK -DJ- MOTOROLA INC., AS EXPECTED, ANNOUNCED A GLOBAL COMMUNICATIONS SYSTEM THAT WILL ALLOW PEOPLE TO COMMUNICATE BY TELEPHONE ANYWHERE ON EARTH - WHETHER ON LAND, AT SEA OR IN THE AIR - VIA PORTABLE CELLULAR RADIOTELEPHONES OPERATING AS PART OF A SATELLITE-BASED SYSTEM.

THE COMPANY SAID IN A PRESS RELEASE THAT CALLERS USING THE NEW SYSTEM WILL NOT NEED TO KNOW THE LOCATION OF THE PERSON BEING CALLED; THEY WILL SIMPLY DIAL THAT PERSON'S NUMBER TO BE CONNECTED INSTANTLY.

MOTOROLA CALLS THE NEW SYSTEM IRIDIUM AND HAS ESTABLISHED A SATELLITE COMMUNICATIONS BUSINESS UNIT TO DEVELOP IT. THE HEART OF IRIDIUM IS A ''CONSTELLATION'' OF 77 SATELLITES IN LOW-EARTH ORBIT, WORKING TOGETHER AS A DIGITAL SWITCHED COMMUNICATIONS NETWORO IN SPACE. THE SYSTEM WILL BE ABLE TO HANDLE BOTH VOICE AND DATA.

THE COMPANY'S PLANS CALL FOR TWO DEMONSTRATION SATELLITES TO BE PLACED INTO ORBIT IN 1992. IMPLEMENTATION OF THE ENTIRE SYSTEM IS PLANNED TO BEGIN IN 1994, AND FULL SERVICE WILL BEGIN AS EARLY AS 1996.
-0- 10 28 AM EDT 06-26-90:

MOTOROLA

New York Newsday
EDITION

Wednesday, June 27, 1990
C: 711,264

. . .

Motorola unveiled a $2-billion plan to create a global portable telephone network, hoping to create a massive market for its telephones and accessories. The system would complement rather than compete with the land-based cellular networks that have made car and other mobile telephone systems possible in major cities.

THE SUN

Businessextra

THE BALTIMORE SUN
Wednesday, June 27, 1990
C: 233,539

low it works

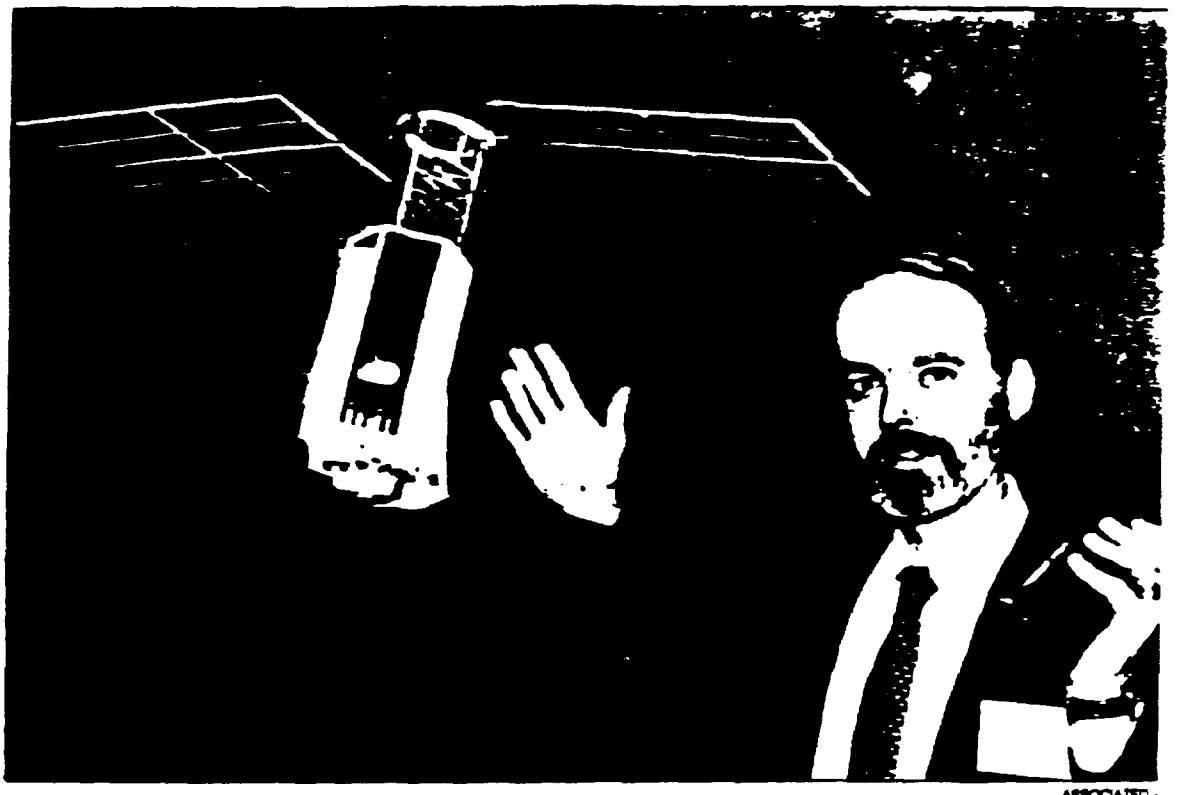
Motorola's Iridium project would satellites and hand-held mobile ns with low-profile antennas to reate a global cellular telephone twork. Motorola says Iridium is t suited for sparsely populated as, the oceans and regions such s Eastern Europe with little communication infrastructure in place.

The costs. $2.3 billion to build system. The phones would cost ut $3,000 apiece and calls ould be $3 or more a minute.

Start date. Satellites would be deployed in 1994, and the full em would be operating in 1998.

The satellites. A constellation of small, "smart" satellites able to witch and route calls in space id provide global coverage. Orng at 475 miles, every point on Earth's surface would continuously be in the line of sight of one more satellites. All would travel in same direction. The Iridium ecraft are designed for a mis- of about five years.

Crosslinks and gateways. Each tellite would be able to communi- with adjacent satellites and to -based gateways, linking the llite system to public telephone etworks.



ASSOCIATED

Ray Leopold of Motorola Inc. holds a cellular telephone while standing by mock-up of an Iridium satel

LOBE-CIRCLING CELLULAR PHONES PREVIEWE

Leslie Cauley
Staff Correspondent

W YORK — Motorola Inc. confirmed yester- s plans to build a $2.3 billion cellular phone em that will make even the most remote loca- the world accessible.

torola unveiled details of its Iridium project, d after the element that has 77 electrons ing the atomic nucleus.

The space-age network will use a constellation satellites circling the globe in low orbit to calls to and from any spot on the planet, n the steamy jungles of the Amazon to the en outposts of the Antarctic.

dium will allow any human being on Earth, er on land, at sea or in the air, to communi- with any other, with no boundaries, no re- tions," said John Mitchell, vice chairman of ola.

ainst a backdrop of twinkling stars in Manhattan's Hayden Planetarium, the site of yesterday's press conference, Mr. Mitchell said Iridium marks a new era in personal communications.

"Using Iridium equipment, you will reach people by dialing one number, even if you don't know where on the Earth they are," Mr. Mitchell said.

Motorola said it has signed agreements with three major satellite concerns to study the Iridium concept: American Mobile Satellite Corp. in Washington; Inmarsat, the London-based consortium that provides maritime satellite links; and Telesat Mobile of Canada.

Motorola said Iridium is not designed to compete against existing, land-based cellular systems in urban areas, such as those that service the Baltimore-Washington corridor.

Rather, Motorola envisions Iridium filling in the gaps where cellular services are not available, Mr. Mitchell said.

That would include much of the rural United States and developing nations where phone communications remain restricted because of lir infrastructures.

Providing the necessary funding and licer can be obtained — and there are some wh lieve that won't be easy to do — Motorola hop have the system fully operational by 1996 Mitchell said.

Motorola plans to invest about $400 milli its own corporate funds to build the system. the remainder coming from outside investors.

A trial demonstration of Iridium is planne 1992, with initial deployment of the small. pound satellites that will form the backbone network scheduled to begin in 1994.

These satellites will circle the Earth in a tinuous, low orbit. Calls placed through the tem would be automatically relayed from sa to satellite before being beamed to the grour completion, Motorola said.

See MOTOROLA, 13D. C

Motorola details plans for global cellular phones

MOTOROLA, from 1D

The all-digital system would be used to transmit voice as well as data communications.

The satellites would have a life of about five years, after which they would replaced, Motorola said.

The convenience of being able to call someone traveling across the Sahara as easily as calling a next-door neighbor will come at a steep cost to users.

The special phones — units that resemble hand-held telephones — will probably cost about $3,000 each. Calls placed across the system could cost $3 or more a minute, with additional charges if handling by land-based operators is required to complete the call.

"The casual user will always be better off using their home phone," said George Tallmann, chief executive officer of American Mobile Satellite.

Conventional cellular services, by comparison, are much cheaper. Cellular phones today can be purchased for as little as $200, with air time selling for as little as 35 cents a minute during off-peak periods.

Regular cellular phones could not be used to place calls across the Iridium system. Therefore, people who wanted to maintain constant communication while traveling from an urban area to a rural or remote area would have to keep two cellular phones on hand — one compatible with the land-based cellular system and another for the Iridium system.

But Motorola officials don't see that as a problem.

As envisioned by Motorola, Iridium will be used primarily by government offices, corporate users, luxury liners, emergency personnel and other users with a special need for continuous communication capability.

Motorola officials believe Iridium will garner enough support among these users to justify the $2.3 billion investment it will take to build the space-age system.

That view, however, is not shared by some industry experts. In addition to questioning the realistic need for such a system, some have questioned the economic viability of the entire project.

Remote areas targeted for the new service already have access to a variety of radio-based services that are much cheaper, they say.

"I think the concept is worth investigating, but from an economic standpoint, I just don't see where it will fly," said Herschel Shosteck of Herschel Shosteck and Associates in Bethesda, a cellular consultancy.

Mr. Shosteck said he didn't know if there are enough users in the markets targeted by Motorola — sparsely populated areas of the world and remote areas — to justify the massive investment.

"There's not going to be any mass use of this system," Mr. Shosteck predicted.

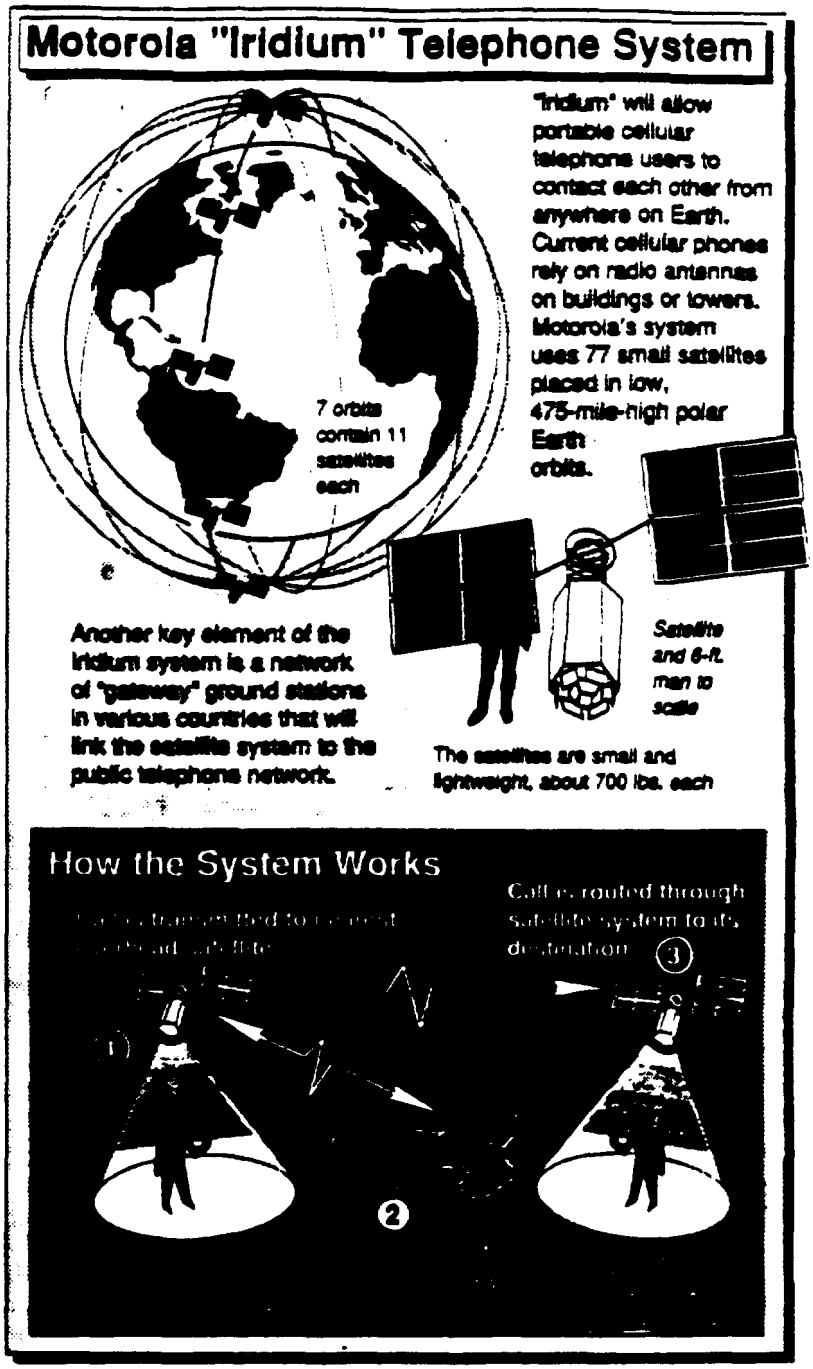
"I just don't think they're going to find a need to supply this kind of communications to small villages in remote areas at those kinds of prices."

Motorola estimated it needed only about 700,000 subscribers to break even on the service.

In addition, Mr. Shosteck said he doubted the U.S. government — cited by Motorola as one potential major customer for Iridium — would be willing to pay the steep fees to use the new service.

Still, others say demand for the space-age service could surprise all naysayers. After all, they say, it's happened before.

"People said that when compact discs came along, and now half the households have them," said Phil Freedenberg, vice president of Federal Engineering Inc., in Fairfax, Va. "With any new technology, it's hard to forecast where the users will come from."



Source: Motorola

Associated Press / Karl Tate

THE NATION'S NEWSPAPER

USA TODAY

Wednesday, June 27, 1990
C: 1,210,077

MOTOROLA NETWORK: As expected, Motorola announced its ambitious plans to launch a satellite network that would allow cellular telephone users to make international calls from anywhere in the world. The $2 billion network will consist of 77 small, low-altitude satellites that will relay signals around the globe. Now, cellular telephones have a limited range because they broadcast signals in the same way as radio stations, using antennas.

C: 103,000

Motorola Details Plans For New Global Cellular System

Investor's Daily News Services

NEW YORK — Motorola Inc. yesterday unveiled an ambitious $2 billion plan to create a global portable telephone network, hoping to create a massive market for its telephones and accessories.

But in its public unveiling of the "cellular system in the sky," Motorola detailed a project that would take years to complete and require active participation of other companies before it could become a reality.

The system, called Iridium, would complement rather than compete with the land-based cellular networks that have made car and other mobile telephone systems possible in major cities. Cellular telephones have a limited range because they broadcast signals in the same way as radio stations, using antennas.

Motorola's plan, which was expected, is to coordinate a satellite telephone system that would allow telephone users to dial each other from any spot on the globe. Pieces of the company's plan had trickled out over the previous week.

"We're not a short term-oriented company when it comes to long-term development," said John Mitchell, Motorola vice chairman.

The system would take six years to complete and the cooperation of telecommunications companies and governments around the globe. But analysts said the time and effort could be worth it for Motorola if, as expected, it becomes the global leader in the business.

Motorola said its plan is not to build a new business as a cellular operator but to foster the development of the mobile telephone industry. Its main interest is in selling the equipment.

Last year, Motorola generated one-third of its $9.2 billion in revenue from communications products.

"Long-term, there's a phenomenal upside as Motorola moves from equipment sales to becoming a dominant service operator in wireless communications," said Andrew Kessler of Morgan Stanley & Co.

"They'll be a different corporation over the next 10 years as a result of what they did today," said John Pemberton, an analyst at Gartner Group, a Stamford, Conn.-based research firm specializing in communications and computer industries. "They changed their character into the big leagues."

Motorola would employ 77 small satellites to span signals to the many areas not covered by the cellular telephone networks that rely on radio towers.

But uncertainties remain for the plan, including the participation of commercial or government investors who must back it.

Motorola expects a consortium of countries and companies to provide the bulk of the $2.1 billion needed to fund the space portion of the network.

Motorola said it is funding the project's initial development but that it plans to contribute only $200 million of the estimated $2.3 billion cost of the system.

"If members of the space consortium subscribe to this . . . we will play no role" in the space funding, Mitchell said.

Motorola currently has agreements from three satellite organizations to explore the potential of such a network. It has no outside financial commitments yet, it said.

Motorola currently plans to manufacture the equipment, but Mitchell said the company is prepared to take an equity stake in the project if necessary and put up 20% of the money needed to pay for the space portion of the network.

"We will put up as much as 20% if it makes sense," he said.

Motorola said two test satellites could be launched as early as 1992, while the 77 satellites, which are expected to have a life span of five years, would be launched between 1994 and 1996. The system would support full voice and data digital transmissions.

Because they would be positioned at a low orbit of 413 nautical miles, the satellites — about a meter in diameter and weighing 700 pounds — would offer blanket coverage of Earth. Call signals would be relayed through a series of digital switching points or computerized gateways to any existing telephone network.

Motorola plans to sell the 25-ounce digital phone handsets for around $3,500. A one-minute long-distance call could cost as much as $3.

Because of the costs involved, satellite-assisted digital cellular phones are expected to essentially be employed by business users, mainly those who work in industries having to communicate from remote locations, such as oil, mining or timber, or in areas that have no access to alternate, cheaper means of communications.

The system is expected to be particularly useful in disaster situations when all communications are cut off, such as in earthquake-stricken regions or at airplane crash sites.

THE BOSTON GLOBE • WEDNESDAY, JUNE 27, 1990

C: 522,981

Motorola plans satellite network

MOTOROLA INC. said it will launch a network of 77 satellites that will allow cellular telephone users to make international calls from anywhere on Earth. The Iridium network will consist of 77 small satellites orbiting at low altitude that will relay communications made by portable radiotelephones from anywhere – even remote land locations or aboard ships or airplanes – to any point around the globe. Motorola said two test satellites could be launched as early as 1992, while the 77 satellites, which are expected to have a life span of five years, will be launched between 1994 and 1998.

Motorola takes the low road

MOTOROLA, the US electronics group, yesterday unveiled an ambitious $2bn (£1.2bn) plan to provide worldwide mobile communications from 77 mini-satellites. The group said the system would be ready by 1996, provided a host of regulatory and financial hurdles can be surmounted.

Motorola plans to provide much of the equipment for the system and to take an equity stake in its operation. But it said it would be looking to create a consortium, made up of the world's [redacted] companies and satellite [redacted] such as the International Maritime Satellite Organisation, to finance most of the project.

The main technical feature of Motorola's plan is its decision to use low orbit satellites. Whereas most telecommunications satellites are 22,000 miles from the earth's surface, giving them the appearance of being stationary because they orbit the earth at the same speed as the earth is turning on its axis, the US group is planning to launch its constellation of satellites at a height of 413 nautical miles.

The advantage of low orbit satellites is threefold. First, Motorola needs no permission to launch the satellites into the skies unlike geostationary satellites for which there is an internationally agreed regime.

Second, because they are closer to the earth's surface, they can operate with less power. Motorola is holding out the prospect that people will be able to use handsets the size of current cellular phones.

Third, by having 77 satellites, the system will be able to use the scarce radio spectrum more efficiently. Each satellite will project 37 cells with a diameter of approximately 300 nautical miles on to the earth's surface. The radio frequencies will be re-used in each of the almost 3,000 cells.

However, Motorola's Iridium system will not be as efficient in using the spectrum as land-based cellular mobile systems. These can support cells with a diameter as small as two miles, meaning they are better suited to densely populated areas.

Hugo Dixon

THE ATLANTA CONSTITUTION

For 122 Years the South's Standard Newspaper

WEDNESDAY, JUNE 27, 1990 SPORTS FINAL

C: 310,434

Motorola unveils global phone plan

From wire reports

NEW YORK — Motorola Inc. Tuesday unveiled a $2 billion plan to create a global portable telephone network, but the project will take years and require participation by other companies.

The system could supplement conventional phone service in nations where it is poor, such as in Eastern Europe, and provide mobile phone service in rural areas where it is not offered, Motorola officials said.

Motorola's plan is to coordinate a satellite telephone system that would allow users to dial each other from any spot on the globe.

The system will take six years to complete and the cooperation of telecommunications companies and governments around the globe. But analysts said the time and effort could be worth it for Motorola if, as expected, it becomes the global leader in the business.

Motorola would use 77 small satellites to send signals.

The Atlanta Journal

Covers Dixie Like the Dew

WEDNESDAY EVENING, JUNE 27, 1990

C: 194,938

Motorola unveils global phone plan

From wire reports

NEW YORK — Motorola Inc. Tuesday unveiled a $2 billion plan to create a global portable telephone network, but the project will take years and require participation by other companies.

The system could supplement conventional phone service in nations where it is poor, such as in Eastern Europe, and provide mobile phone service in rural areas where it is not offered, Motorola officials said.

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Motorola would use 77 small satellites to send signals.

TIME

July 9, 1990
C: 4,600,000

Always on Call

Motorola hopes to connect the globe with cellular phones

First came cordless phones, which made it possible to take all those irritating calls while mowing the lawn or relaxing in the hammock. Before long, cellular phones eliminated the commuter's peace and quiet on the highway. Now, if Motorola has its way, being unreachable is going to be downright impossible.

The suburban Chicago electronics giant (1989 sales: $9.6 billion) hopes to put in place by 1996 a network of 77 satellites that can relay phone calls to any spot on the planet. That means when the boss has a question, no Himalayan mountaintop or African jungle encampment will be beyond the reach of the ringing phone. Named Iridium, for the chemical element whose nucleus is orbited by 77 electrons, the Motorola plan would constitute the first global cellular system. Calls would cost $1 to $3 a minute, compared with about 50¢ a minute for cellular calls within urban systems linked by radio towers. Potential users include traveling executives and mining engineers who work in remote locations.

While Motorola stands ready to supply the handsets (initial price: $3,500 apiece), the company will need investment partners to finance the estimated $2.3 billion cost of building and launching the network of 700-lb. satellites. The firm is negotiating a joint venture with British Telecom, as well as with potential investors in Japan, Australia and Hong Kong. Motorola estimates that Iridium will need 700,000 users to become profitable. While that is roughly equivalent to the Pittsburgh white pages, it is less than 1% of the 100 million people around the world who are expected to be using cellular phones by the end of the decade. ■

Newsweek

July 9, 1990
C: 3,149,253

LIFESTYLE

Push-Button Age

As phone services expand, so does the central struggle of our time: the callers vs. the called

Press a button.

To record a message, press 2 after the beep. To speak to an operator, press 3 now. For more options, wait for the beep, then press 7.

Press a button!

If you wish to order the complete set of America's Favorite Songbird commemorative plates, punch your credit-card number into your telephone now. An operator will come on the line to take your order.

PRESS A BUTTON!

If you are a single man seeking intimate chats with lovely coeds, press 2. If you are a woman who wants to make a special female friend, press 3. If you are a gay or bisexual man seeking some Latin spice in your life, press 4. If you are . . .

Press a button, and at the speed of light all of life's necessities are at your command: sports results, erotic fantasies, weight-loss advice ("Diet by Phone! Dial 540-TRIM") and pizza with your choice of topping (at the speed of light or less, depending on traffic). It happens more than 1.7 billion times on an average day, a button is pushed (or, less and less often, a dial is spun) and suddenly distance is erased, time collapses and the evolutionary miracle of speech is compounded by the technological leap that makes it possible for someone getting drunk in San Francisco to call up an old girlfriend in any time zone in the country. Already in some places, she can glance at the phone, see who's calling and without picking up the receiver know that nothing good is going to come of it.

Press a button, and you have chosen sides in the central sociological struggle of our time, the war between the callers and the called. The former, by definition, want something from the latter—a date, a credit-card number, the solace of the human voice—while the latter, inevitably, are doing something else at the time, even if just talking on the other line. For a century the two sides were in rough equilibrium, until the answering machine put the awesome power of call screening into the hands of the secretaryless masses. The battle is taking place at the forefront of technology, where new devices are proliferating to make the telephone as inescapable as time itself, and others promise to defend against its awesome power and ubiquity. Picture telephones, that staple of 1930s science fiction, are making slow inroads; the wild proliferation of the fax machine has made the telephone a machine for transmitting data as well as speech. Last week Motorola Inc., the world's leading maker of portable telephones, disclosed plans for a network of 77 satellites that would put the entire globe within range of a wireless phone. Thus in the future it may be possible to have intimate chats with lovely coeds from, say, a research station in Antarctica, where such a thing might actually be desirable.

Press a button.

Hi, it's me . . . Is it raining there? . . . I'm on the thruway and it's coming down so hard I had to put my lights on, so I thought if it was raining there you should close the windows . . . OK, so it's not. OK, I got the . . . damn! I got the dry cleaning and put it on the back seat but Gloria must have left the window open a crack and it's all . . . Look, I've got to pull over. I'll call you right back. OK?

Not since the car radio has a technology so altered the nature of the driving experience as the cellular telephone disregarding citizens' band radio, which proved to be

Wheeling and dealing that never stops: *1.7 billion times a day, voices, pictures and data (including sandwich orders) crisscross the country at the speed of light*

a fairly insubstantial fad). Since they were introduced in 1983, mobile cellular phones have been on a steep exponential growth curve, with more than 4 million in use, according to an industry group. Their original market—when they cost $3,000 or so—was high-powered movers and dialers who couldn't wait until they got to the office to start making money. A whole subculture has grown up of executives who can wheel and deal at the same time, like Winnipeg publisher Kerry Swartz, who admits that on occasion he has actually steered his car with one knee, holding his phone with one hand and shuffling papers with the other. (For the record, a U.S. Department of Transportation spokesman says there are no statistics on accidents caused by drivers using mobile phones, and no reason to believe they are a safety problem.)

Now that the cost is down to around $500 (and an average of 25 cents to 45 cents a minute while in use), the cellular phone is increasingly likely to be found in the hands of salespeople, plumbers and delivery-truck drivers, and its uses are becoming less exotic. Tom Watson, a Chicago-based salesman for Amoco Oil Co., talks to 20 to 30 people a day on his car phone and between calls will sometimes dial the recorded time message to check his wristwatch. Bob Lucky, a senior executive at AT&T's Bell Laboratories in New Jersey, suspects that a lot of car-phone use reflects the fact that human nature abhors a dial tone. Give a person a phone and he will find someone to call. "When I listen to [a call-in sports show] on the radio, half the calls are from car phones."

On the other hand, some uses are ingenious. Doug Dusenberg, a Houston businessman, dialed his Jeep Cherokee when he discovered it missing from a parking lot and talked the two young joyriders into returning it; he let them keep the $20 in the glove compartment.

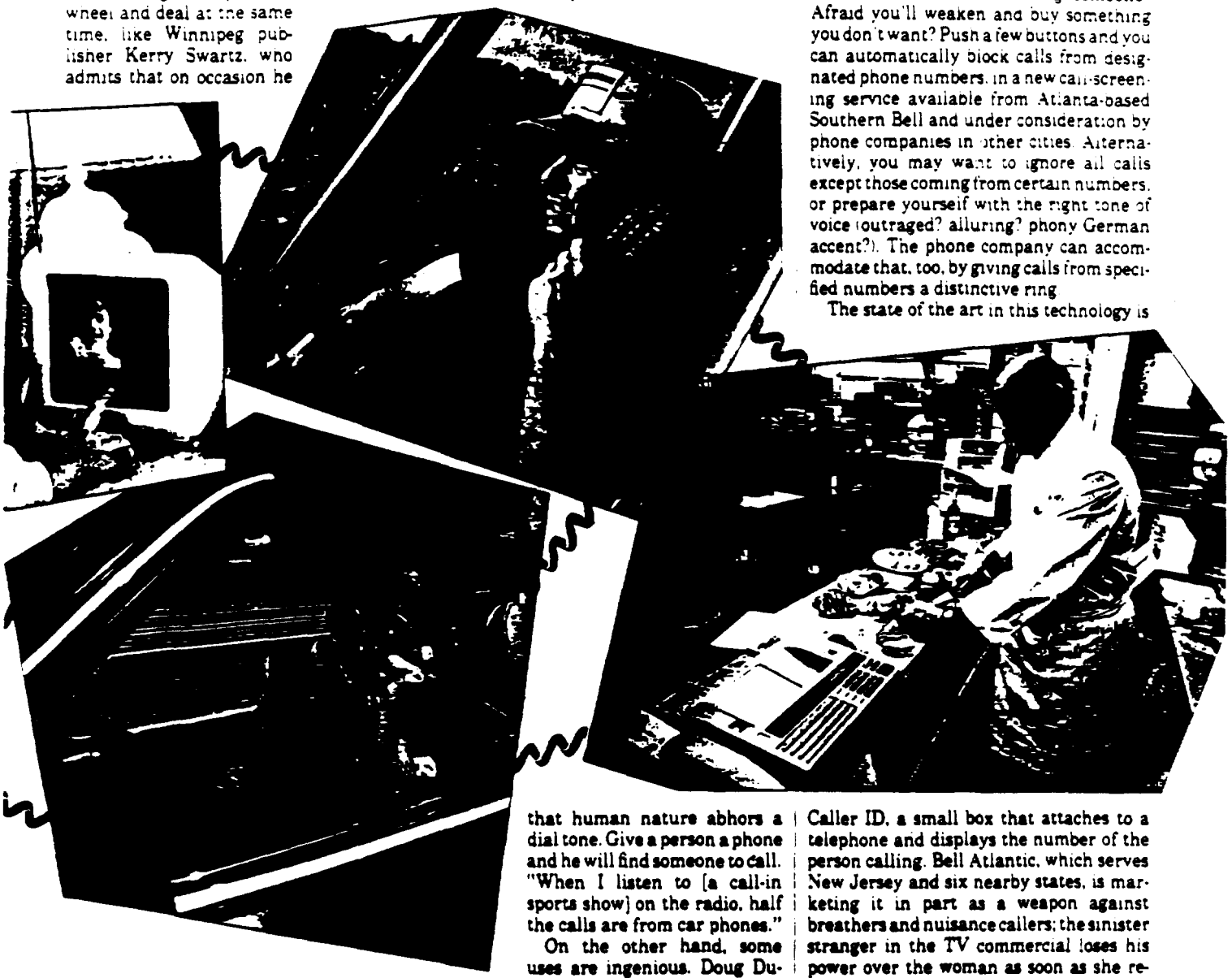
Press a button!

"Your call cannot be completed. The number you are calling has activated call screening, indicating they do not want to receive your call at this time."

A phone number is power: if someone can call you, he can force you down from a ladder or out of bed, and he knows at least one crucial fact about you: you are or aren't at home. Hence the growth of services to provide what might be called electronic rejection. While artificial intelligence is still a dream, the telephone industry has achieved the even more complex feat of artificial emotion. Can't think of an excuse to avoid seeing someone? Afraid you'll weaken and buy something you don't want? Push a few buttons and you can automatically block calls from designated phone numbers, in a new call-screening service available from Atlanta-based Southern Bell and under consideration by phone companies in other cities. Alternatively, you may want to ignore all calls except those coming from certain numbers, or prepare yourself with the right tone of voice (outraged? alluring? phony German accent?). The phone company can accommodate that, too, by giving calls from specified numbers a distinctive ring.

The state of the art in this technology is Caller ID, a small box that attaches to a telephone and displays the number of the person calling. Bell Atlantic, which serves New Jersey and six nearby states, is marketing it in part as a weapon against breathers and nuisance callers; the sinister stranger in the TV commercial loses his power over the woman as soon as she reveals that she has his number.

That is a pretty powerful appeal—the company claims that more than 100,000 customers have ordered the $70 boxes and are paying the $6.25 monthly charge for the service. (Other phone companies are testing it in limited areas.) But what about the caller's right to privacy? Should people who call drug hot lines, or women calling home from shelters for abused wives, run the risk of disclosing their phone numbers? "New technologies pose new risks to tradi-



PHILIP SALTONSTALL—ONYX, MIKE GREENLAR—PICTURE GROUP, DAVID POLLACK—STOCK MARKET

tional civil liberties," warns Jan Goldman, legislative counsel for the American Civil Liberties Union. The answer, though, seems to lie in yet more technology. The ACLU supports a bill by Sen. Herbert Kohl, Democrat of Wisconsin, that would require companies offering Caller ID also to make it possible for callers to conceal their numbers. The recipient would see a special code on his box and could choose not to answer those calls . . . although human nature being what it is, there's a good chance that curiosity would win out.

In fact, Goldman charges, phone companies have a hidden agenda for Caller ID—accumulating data on the buying and calling habits of their customers, which could in turn be sold to insurance companies, stock brokers and people selling Arizona real estate over the phone. Mail-order and credit-card companies with 800 numbers have had a version of Caller ID for several years. It gives them a head start on viewing customers' files: computers match incoming calls to the phone numbers customers gave on their credit applications, and the records automatically appear on the operator's screen. American Express reportedly once tried having operators greet callers by name, but the Orwellian implications made customers uneasy, and so it gave the practice up.

Press a button!

So, umm, so umm, whaddya look like, Debby?

I'm around 5-foot-2 . . .

Ummm, that's nice.

Brown hair, brown eyes . . .

That's nice . . . [much louder] *. . . OK, Marty, your office, 2:30, I'll be there.* [click, silence.]

Hello? Hello? Hey, what was that all about?

[Pause. Third voice.] ***His wife just came home, sweetheart.***

Voices in the night, or for that matter the middle of the afternoon; the unbearably banal chitchat of people avoiding the point. The back pages of local newspapers are filled with phone numbers to call to alleviate loneliness. Sometimes the loneliness is generic; more often it is for a voice that will fill a jarringly specific hunger. They are known, optimistically, as party lines. For as little as a dime a minute, you are hurled anonymously into a chattering mob of others who share your obsession—or, perchance, a staticky electronic void in which one other voice is calling, faintly, "Hello." The anonymity is not accidental; few of these people ever really meet. They are fulfilling the true and highest purpose of the telephone, the real reason why we press those buttons: to reach out and touch no one, to be alone with our numbers in the night.

JERRY ADLER *with* KAREN SPRINGEN *in Chicago*
ALDEN COHEN *in New York and bureau reports*

MOTOROLA IRIDIUM MEDIA PLACEMENT REPORT
6/26-7/1 TV

PLACEMENT	TIME	LENGTH (APPROX)
6/26 TV		
ESPN "NATION'S BUSINESS"	6:30 AM	15 SECONDS *
NBC-TV "NEWS AT SUNRISE"	5:30 AM	15 SECONDS @
CBS-TV THIS MORNING	6:30 AM	15 SECONDS @
CBS-TV THIS MORNING	7:00 AM	15 SECONDS @
WNYW-TV	8:00 AM	15 SECONDS @
WABC-TV	5:00 PM	15 SECONDS
WCBS-TV	6:00 AM	15 SECONDS @
WCBS-TV	5:00 PM	2 MINUTES *
PBS' NIGHTLY BUSINESS REP.	6:30 PM	3 MINUTES *
CNN DAY BREAK	6:30 AM	15 SECONDS
CNN DAY BREAK	7:15 AM	15 SECONDS @
CNN BUSINESS DAY	7:30 AM	15 SECONDS *
CNN DAY BREAK	8:15 AM	15 SECONDS @
CNN MONEYLINE	5:30 PM	3 MINUTES *
CNN NEWSDAY	2:00 PM	15 SECONDS
CNN EVENING NEWS	10:00 PM	15 SECONDS
CNN HEADLINE NEWS	1:15 PM	15 SECONDS
	7:15 PM	45 SECONDS
	7:45 PM	45 SECONDS
	8:15 PM	45 SECONDS
	8:45 PM	45 SECONDS
	9:15 PM	45 SECONDS
	9:45 PM	45 SECONDS
WGN-TV	9:00 PM	15 SECONDS
WMAQ-TV	5:30 PM	15 SECONDS
WVTV-TV	9:00 PM	30 SECONDS
KNBC-TV	5:30 PM	15 SECONDS
KCAL-TV	12:00 PM	15 SECONDS

PLACEMENT	TIME	LENGTH (APPROX)
FNN	6:00 AM	15 SECONDS
FNN	6:30 AM	15 SECONDS *
FNN	7:00 AM	15 SECONDS
FNN	11:00 AM	15 SECONDS
WSVN-TV	6:30 PM	15 SECONDS
CNBC "MONEYWHEEL"	8:00 AM	15 SECONDS
CNBC "BUSINESS VIEW"	6:00 PM	2 MINUTES *
6/27 TV		
WCBS-TV	6:00 AM	45 SECONDS
IRN (INSTITUTIONAL RESEARCH NETWORK)	1:30 PM	1 HOUR
6/28 TV		
NBC-TV (DAVID LETTERMAN)	12:30 AM	15 SECONDS
7/1 TV		
WALL STREET JOURNAL REPORT	N/A	3 MINUTES * 1

* -- DENOTES TAPE ENCLOSED

@ -- DENOTES TRANSCRIPT ENCLOSED

1 -- WALL STREET JOURNAL REPORT IS A SYNDICATED WEEKLY TELEVISION PROGRAM BROADCAST TO 104 STATIONS IN THE U.S.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

FOR BURSON MARSTELLER

PROGRAM	NBC NEWS AT SUNRISE	STATION	WNBC/TV & THE NBC TV NETWORK
DATE	JUNE 26 1990 5:50 A.M.	CITY	NEW YORK

BROADCAST EXCERPT

FAITH DANIELS: In business news this morning, Motorola is working on a portable telephone that would let you place a call anywhere on earth. The cellular phone system would link up with a series of satellites in earth's orbit. The new global phones will cost about $3000 and may be in full service by 1996.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

212 309-400

FOR BURSON MARSTELLER

PROGRAM CBS THIS MORNING

STATION WCBS-TV

DATE JUNE 26, 1990 6:30 AM

CITY NEW YORK

BROADCAST EXCERPT

NEWSCASTER: Checking business news this morning. Imagine picking up your portable phone in the middle of a remote jungle and dialing direct to the North Pole. Motorola, the world's biggest cellular phone company hopes to make that possible. Today is will announce plans to build a two billion dollar satellite based phone system called Iridiam. It would allow the use of special portable phones to call anywhere in the world starting in 1996.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

FOR BURSON MARSTELLER

PROGRAM CBS THIS MORNING STATION WCBS-TV

DATE JUNE 26, 1990 7:00 AM CITY NEW YORK

BROADCAST EXCERPT

NEWSCASTER: Motorola today unveiled it's plans for a high tech gadget that sounds like something straight out of science fiction. The company says it is developing a pocket size portable telephone that can make calls from anywhere on earth. The two billion dollar project will rely on a network of 77 satellites to transmit calls to and from these special cellular phones. Motorola hope to have the system in operation by 1996.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

FOR BURSON MARSTELLER

PROGRAM GOOD DAY NEW YORK

STATION WNYW-TV

DATE JUNE 25, 1990 8:15 AM

CITY NEW YORK

BROADCAST EXCERPT

NEWSCASTER: And in Business News. Imagine owning a mobile phone that you can use anywhere on earth. Motorola announced yesterday that those dreams could come true by 1996 using some sophisticated satellites. One draw back, the price tag, $3,500.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

FOR BURSON MARSTELLER

PROGRAM THIS MORNINGS BUSINESS STATION WCBS-TV

DATE JUNE 26, 1990 6:00 AM CITY NEW YORK

BROADCAST EXCERPT

NEWSCASTER: Motorola starts out Tuesday with its stock at 84 and 1/8. It is scheduled to announce plans for a global cellular telephone system. It will require the launching of 77 small satellites to carry signals around the world.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

FOR BURSON MARSTELLER

PROGRAM DAY BREAK STATION CNN-TV

DATE JUNE 26, 1990 7:15 AM CITY NEW YORK

BROADCAST EXCERPT

BOB CAIN: Call anywhere in the world on a portable phone, Motorola corporation has announced plans for a world wide satellite based phone system called Iridiam. Motorola says the network will use 77 satellites to connect portable phones around the world. Calls they say could be made in regions where service now, is unavailable. Motorola plans to launch Iridiam in 1996.

RADIO TV REPORTS

41 East 42nd Street
New York, NY 10017

FOR BURSON MARSTELLER

PROGRAM DAY BREAK STATION CNN-TV

DATE JUNE 26, 1990 8:15 AM CITY NEW YORK

BROADCAST EXCERPT

NEWSCASTER: Motorola announcing today, plans to build a world wide cellular phone system. It'll make use of 77 satellites allowing calls to regions around the globe, including those desolate points normally out of range of conventional cellular services.

Meanwhile Motorola and Hitaschi have decided to talk not fight. Agreeing in principle to end their 18 month old legal battle in computer chip patents. They will jointly seek a stay of a court order that had prevented them from selling certain chips.

MOTOROLA IRIDIUM MEDIA PLACEMENT
6/26-6/27 RADIO

PLACEMENT	TIME	LENGTH (APPROX)
6/26 RADIO		
WCBS-AM	12:00 AM	15 SECONDS @
WCBS-AM	6:25 AM	10 SECONDS @
WMAQ-AM	6:00 AM	15 SECONDS
WBBM-AM	7:50 AM	15 SECONDS
VOICE OF AMERICA	12:45 PM	2 MINUTES @ 1
WOR-AM	6:55 AM	4 MINUTES
WOR-AM	7:25 AM	15 SECONDS
WOR-AM (PAUL HARVEY NEWS)	8:30 AM	15 SECONDS * @ 2
NPR "ALL THINGS CONSIDERED"	5:00 PM	5 MINUTES * 3
WINS-AM	12:27 AM	15 SECONDS @
WINS-AM	4:45 PM	15 SECONDS
WNYC-AM	6:30 PM	15 SECONDS
WGN-AM	2:00 PM	10 MINUTES
WGCH-AM (WALL STREET JOURNAL RADIO NETWORK)	7:50 AM	15 SECONDS @ 4
WINZ-AM	6:30 PM	15 SECONDS
WALK-AM	6:30 PM	15 SECONDS
WHUD-AM	6:30 PM	15 SECONDS
WNSR-FM	6:30 PM	15 SECONDS
WNEW-AM	6:30 PM	15 SECONDS
WFAS-AM (AP RADIO NETWORK)	9:00 AM	15 SECONDS @ 5
ABC TALK RADIO NETWORK	2:45 PM	15 MINUTES 6